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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/725,750	11/30/2000	Tarri E. Furlong	SIEB026/01US	1600
25096	7590	11/21/2005	EXAMINER	
PERKINS COIE LLP			BASEHOAR, ADAM L	
PATENT-SEA			ART UNIT	
P.O. BOX 1247			PAPER NUMBER	
SEATTLE, WA 98111-1247			2178	

DATE MAILED: 11/21/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/725,750

Applicant(s)

FURLONG ET AL.

Examiner

Adam L. Basehoar

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 07 September 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 9-11, 13, 14, 16-20 and 22 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 9-11, 13-14, 16-20, and 22 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_.

### **DETAILED ACTION**

1. This action is responsive to communications: The RCE filed 09/07/05.
2. Claims 12, 15, and 21 have been cancelled as necessitated by Amendment.
3. The rejection of claims 9-22 under 35 U.S.C. 103(a) as being unpatentable over Microsoft PowerPoint 2000, 03/10/99, "Selling an Idea for a Product," pp. 1-9 (Hereafter known as "MPP2000") in view Markus (US-6,490,601 12/03/02).
4. Claims 9-11, 13-14, 16-20, and 22 are pending in the case. Claims 9, 14, and 17 are independent claims.

### ***Claim Rejections - 35 USC § 103***

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 9-11, 13-14, 16-20, and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Microsoft PowerPoint 2000, 03/10/99, "Selling an Idea for a Product," pp. 1-9 (Hereafter known as "MPP2000") in view of Health et al (US-6,938,032 08/30/05) in further view of Tso et al (US-6,421,733 07/16/02).

-In regard to independent claims 1, 14, and 17, MPP2000 teaches a computer implemented method, system, and data structure for generating slide presentations for a presentation target, comprising:

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creating at least on presentation definition template (Page 9: “Selling a Product or Service” Template) having a plurality of component definitions (Pages 1-8: Slides), at least one component definition having an information bookmark (Pages 1-8: Bullet (text) and Graphic (pictures): e.g. Page 4 “List the products and features...a specific problem” and Triangle Graphics).

MPP2000 does not specifically teach a means for associating a query condition with each component definition, a means for determining whether to include each of a plurality of component definitions in the slide presentation based on the query condition and a command to generate a slide presentation for a presentation target, and a means for including each component definition that satisfies the associated query condition. Heath et al teach a means for associating a query condition (column 2, lines 14-16; column 4, lines 3-9: i.e. each stored slide in the database maintains information about said slide that may queried, such as the text of the slide or the topic of the slide) with each component definition (column 2, lines 1-2: i.e. slides), a means for determining whether to include each of a plurality of component definitions in the slide presentation based on the query condition (column 4, lines 3-9 & 17-20: i.e. do the slides in the database satisfy the search criteria) in response to a command to generate a slide presentation for a presentation target (column 4, lines 17-29), and a means for including each component definition that satisfies the associated query condition (column 4, lines 17-29). It would have been obvious to one of ordinary skill in the art for MPP2000 to have included associated a query condition with each component definition and only selected said component definitions that satisfied the query to be included in the presentation as taught in Heath et al, because Heath et al teach that doing so provides the benefit of allowing customized searches to be performed that

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return identifying information for individual slides from multiple preexisting presentations (column 1, lines 20-35: i.e. Heath et al teach a method to quickly build customized presentations from a database of preexisting slides via querying the database which in turn return only the slides of relevance).

MPP2000 teaches wherein a user would then manually enter opportunity-specific data (Page 5: cost analysis benefits: Page 4: problem solving features) into the information bookmarks to create the slide presentation. MPP2000 also does not teach mapping the information bookmark and the opportunity-specific data and automatically replacing the bookmark with the mapped data when creating the slide presentation. Markus et al teach mapping between information bookmarks (i.e. "fields") and data strings in a raw data file associated with a user (column 5, lines 1-12). Markus et al also teach automatically filling in the fields with the user data when creating the presentation (column 5, lines 1-12). It would have been obvious to one of ordinary skill in the art at the time of the invention for MPP2000 to have automatically replaced the information bookmarks with mapped opportunity-specific user data, because Markus et al taught that doing so would quickly and automatically fill out electronic presentations, relieving the user of the burden of manually inputting the data (column 4, lines 42-46).

-In regard to dependent claims 10, 16, 18, and 20, MPP2000 teaches wherein the presentation target was a potential customer (Page 3: "Customer Requirements") of a sales organization (Page 1: "Selling an Idea or a Product"), and wherein the opportunity-specific data relates to potential sales opportunities (Page 7: "product, service, or idea") between the sales

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organization and the potential customer (e.g. Page 5: “financial benefits” and Page 4: “solves a specific problem”).

-In regard to claims 11 and 19, MPP2000 teaches associating a theme (Page 1: “Selling a Idea or Product”) with the template, the theme indicating a primary decision criterion of the presentation target (i.e. Should the presentation target purchase the idea or product).

-In regard to dependent claims 13 and 22, MPP2000 does not teach wherein the query condition was a predefined threshold. Heath et al also teach wherein the query condition was a predefined threshold (column 4, lines 4-5 & 17-19: i.e. slides where predefined to a given topic heading as well as the individual text they contained. The threshold being does the component definition meet topic selection or does the component definition meet the text query selection). It would have been obvious to one of ordinary skill in the art at the time of the invention for MPP2000 to have selected the component definitions based on a query threshold, because Heath et al teach that doing so provides the benefit of allowing customized searches to be performed that return identifying information for individual slides that meet the specific limitations of the query (i.e. of the target audience)(column 1, lines 20-35; column 4, lines 3-5 & 17-19)(Fig. 3).

In addition, Markus et al teach a wherein a query condition (column 15, line 1: “use threshold”) was a predefined user threshold (column 15, lines 1-40). It would have been obvious to one of ordinary skill in the art at the time of the invention for MPP2000 to have selected the component definitions based on a query threshold, because Markus et al teach wherein a query

threshold provided the benefit of user privacy in allowing user information to be included in a presentation only when the user would have wanted it to (column 15, lines 1-50).

### ***Response to Arguments***

7. Applicant's arguments with respect to claims 1, 14, and 17 have been considered but are moot in view of the new ground(s) of rejection.

-In view of the Applicant's amendments, the previous rejection of the claims has been withdrawn and a new grounds of rejection has been applied. Specifically, the Heath et al reference has been relied upon to teach a associating a query condition with component definitions and utilizing those query conditions to determine whether or not to include the component definitions in a final slide presentation. The Markus reference is still being relied upon to teach automatically replacing an information placeholder with mapped user specific data when generating a presentation to be displayed.

### ***Conclusion***

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US-2003/0144998	07-2003	Bennett et al
US-2002/0029208	03-2002	Josephson, Daryl
US-6,694,482	02-2004	Arellano et al

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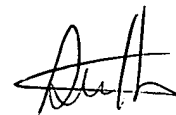
9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Adam L. Basehoar whose telephone number is (571)-272-4121.

The examiner can normally be reached on M-F: 7:00am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Steve Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

ALB



**STEPHEN HONG**  
**SUPERVISORY PATENT EXAMINER**